



Legislation Details (With Text)

**File #:** 21-1414      **Version:** 1      **Name:**

**Type:** Public Hearing/General Business      **Status:** Agenda Ready

**File created:** 12/18/2020      **In control:** Cultural Commission

**On agenda:** 1/4/2021      **Final action:**

**Title:** Presentation to Commission Regarding San Jose Public Art Master Plan

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
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**REPORT TO CULTURAL COMMISSION**

**SUBJECT**

Presentation to Commission Regarding San Jose Public Art Master Plan

**COUNCIL PILLAR**

Enhance Community Sports, Recreational and Arts Assets

**BACKGROUND**

City of San José’s has an Office of Cultural Affairs (OCA) responsible for supporting the development of a rich arts and cultural environment for the city’s diverse one million residents and its many visitors. In 2017, the OCA [Public Art NEXT! <https://www.sanjoseca.gov/your-government/departments/office-of-cultural-affairs/plans-reports/public-art-master-plan>](https://www.sanjoseca.gov/your-government/departments/office-of-cultural-affairs/plans-reports/public-art-master-plan), an update to the City of San José’s existing 2001 Public Art Master Plan. The Public Art Master Plan is intended to guide San José’s Public Art Program.

Public Art NEXT! was created through a process that included national and local expertise, as well as research and consultation with stakeholders. The planning team was led by urban designer Todd Bressi and public art consultant Meridith McKinley who worked over a year with Public Art Program staff, city government, the art and business communities, and the community at large. The team conferred extensively with the San José Arts Commission’s Public Art Committee, and with a broad-based, 41-member Steering Committee assembled specifically for this process.

**DISCUSSION**

In 2019, the City of Santa Clara’s Cultural Commission discussed and recommended beginning a citywide Art Master Plan process for the City of Santa Clara. A meeting was held with key leadership in the City of Santa Clara in early 2020 to discuss the feasibility of an Arts Master Plan. While there was interest expressed, and the Council included the arts in one of their Pillars, the pandemic and other Council goals took priority in 2020.

For Fiscal Year 2020/21 the Cultural Commission has included a goal in their work plan to: “Develop and encourage interactive, art opportunities to provide temporary, performing, cultural, and public art in the City.” Within this goal, the Cultural Commission has an action item to “Advise and recommend public art to City Council” and “Advocate for a citywide Art Master Plan.”

Ron Muriera, is a member of the City of San Jose Art Commission and owner of RPM Consulting. In his role as an arts and culture strategist, he was invited by the Santa Clara Cultural Commission to provide an overview of the City of San Jose Public Art Master Plan and explain how it has assisted the City of San Jose to organize the city’s formal public art and cultural programming, and answer any Commission questions.

### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a “project” within the meaning of the California Environmental Quality Act (“CEQA”) pursuant to CEQA Guidelines section 15378(b)(5) in that it is a governmental organizational or administrative activity that will not result in direct or indirect changes in the environment.

### **FISCAL IMPACT**

None.

### **PUBLIC CONTACT**

Public contact was made by posting the Commission agenda on the City’s official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City’s website and in the City Clerk’s Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk’s Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) or at the public information desk at any City of Santa Clara public library.

### **RECOMMENDATION**

There is no recommendation. This item is informational.

Prepared by: Kimberly Castro, Recreation Manager

Approved by: James Teixeira, Director of Parks & Recreation